

Getting it right for every child (GIRFEC) communication

This paper summarises the current approach to developing GIRFEC communication.

Purpose and audiences

The GIRFEC communication aim is for children, young people and families to be clear about the benefits of the policy, and how it supports them, by providing information directly and through people who work in services which support children and families (such as schools, NHS or local youth groups).

Objectives

There are four communication objectives, which will be delivered through to May 2021:

- Insight: to understand audiences and their needs
- Ideas: to develop messages and approach
- Implementation: to explain and promote GIRFEC
- Impact: to review progress

Processes

We will work with our delivery partners and other Scottish Government policy and communication teams to develop and test clear, concise and consistent communication within and beyond Scotland. We will invite children and young people to help us.

This approach will consider how to support people who speak other languages, how to be environmentally conscious and what resources are needed to meet the communication objectives.

Outcomes

The intention is that:

- people who work in services which support children are clear about what families expect from them
- families have confidence that GIRFEC supports them and know how they can make best use of it
- people and organisations with interest in supporting children, young people and their families are clear about GIRFEC.

Governance

GIRFEC's National Implementation Support Group will review communication regularly.